



**MENDOCINO COUNTY TOURISM COMMISSION, INC.**

**MARKETING COMMITTEE MINUTES**

**DATE:** Monday, December 12, 2016  
**TIME:** 11:00AM  
**PLACE:** Little River Inn, 7901 Hwy 1, Little River, CA 95456  
**LOCATION:** Visit Mendocino County, 345 N. Franklin St., Fort Bragg CA 95437  
**CALL-IN:** Visit Mendocino County, 390 W. Standley St., Ukiah CA 95482  
**CALL-IN:** (712) 770-4700      **ACCESS CODE:** 713704

I. CALL TO ORDER

The meeting was called to order at 11:02AM

II. ROLL CALL

Susie Plocher, Cally Dym, Wendy Roberts, Jan Rodriguez, Bernadette Byrne (phone), Brent Haugen, Alison de Grassi, Vanlee Waters

III. PUBLIC COMMENT - *Brown Act Requirements: Pursuant to the Brown Act, the Committee cannot discuss issues or take action on any requests during the comment period*

IV. APPROVAL OF MINUTES FROM NOVEMBER 16, 2016

Susie motions to approve the minutes; Jan seconds; unanimous

V. RESPONSES TO MARKETING COMPANY RFPS

**ACTION ITEM: RECOMMEND MARKETING COMPANY TO THE BOARD**

Following lengthy discussion, the committee narrowed down their choices of marketing companies to review to four candidates: Mental Marketing, TheorySF, Mortar, Circlepoint. The candidates will be invited to interview with committee and board members on Wednesday January 4 and Thursday January 5 in Ukiah.

VI. CANADIAN MARKETING CAMPAIGN

PR is proposing an outreach campaign to the Canadian market and travelers following PR's success in Vancouver on the March 2016 media mission. This is a drive market and the purpose is to pull travelers on their way to Palm Springs and other warmer climates. Coverage would be western Canada. Offer would be discounts on lodging, restaurants, attractions. PR will conduct partner outreach to gain participation. Program will run in January/February and will be an ongoing annual venture.

VII. VIDEO SHOOT UPDATE

The video now has two cuts: one with a general appeal; the other with a LGBT appeal. Wirewalker is making requested changes and will present new versions later in December for approval.

VIII. HIDDEN OBJECT GAME UPDATE

Art and code are final; builds are being done with the projected timeline of December 20 for upload on to the Android and iOS platforms. The game will be released in late January 2017 to avoid being lost in the press. VMC will consider a pitch to mashable.com.

IX. DATA DASHBOARD

Bernadette asked for an explanation of the data dashboard, which was initiated on the recommendation of Carl Ribaudo to capture trackable information for comparative purposes. The committee noted a drop in website visitors for the month of November.

X. MARKETING, SALES & COMMUNICATIONS SUMMIT UPDATE

LemonFresh Design is working on a Save the Date card for the January 9 event, which will have s

XI. TENTATIVE SCHEDULE FOR THE STRATEGIC PLAN

The Corragio Group has been engaged to develop a strategic plan for MCTC. The process will involve a client kick-off call sometime in January, review of current market research (visitor perceptions, spending, activities, lodging, descriptive words of the county), SWOT analysis, stakeholder input via interviews.

XII. MEDIA EXPENSES

XIII. MARKETING & PR REPORTS

ED to present campaign costs, results, ROI in January's meeting.

**NEXT MEETING DATE**

January 4 & 5, 2017

**ADJOURN**

1:15PM